

REQUEST FOR PROPOSAL

FOR

SELECTION OF AGENCY FOR

MARINEDRIVE WALKWAY DESTINATION

MANAGEMENT

(PHASE I)

Schedule of Bidding Process

RFP document is Downloadable from website:www.gcdakerala.gov.in

Pre-bid Meeting: 20/12/2023 at 11.00 am at GCDA conference hall,Kadavantra.

Last Date for Receipt of Proposals: 03/01/2024; 12:00pm(Through Speed Post /Registered post only)

Opening of Technical Proposals: 03/01/2024; 03:00pm

For Further Information:
Senior Town Planner (i/c)

Greater Cochin Development Authority,

Kadavanthra,

Ernakulam

e-mail:gcdonline@gmail.com

1. PROJECT BACKGROUND

The Cochin Marine Development Scheme (CMDS) was a project that focused on the water front development. It is one of the significant projects taken up by GCDA. Marine Drive is a prominent economically thriving part of Kochi. The walkway which was built facing the Vembanad lake is a picturesque venue with the potential to cater as a sought out tourist destination due to its good connectivity from transit points and the existing commercial activities. Marine drive walkway is an indispensable place for tourists coming to Kochi. A contemporary makeover of the walkway without disturbing its picturesque is a demand of the situation and a necessity. Greater Cochin Development Authority being the owner and in charge of maintaining the walkway decided to make the walkway a more happening place by providing better facilities for the tourists and locals who come there and entertainment facilities and fests that maintain the uniqueness of Kochi.

2. OBJECTIVE

Greater Cochin Development Authority (GCDA), intends to implement performing arts, Street fests including cultural, sports and food that elucidates the city's culture, traditions, rituals and custom, along the walkway from Water metro station to Cheenavala bridge stretch dividing it to four zones. First zone from Cheenavala bridge up to Taj gateway hotel, second zone from Pioneer tower to Kerala chamber of commerce, Third zone from GCDA complex to Rainbow bridge and fourth zone from Rainbow bridge to Water metro station. The zones described detailed in "SCOPE" may be allotted to the selected agency to implement the above mentioned activities in return of monthly financial offer and the upkeeping of the walkway.

Through this GCDA aims to:

- a) To make the place more live and interactive
- b) Attracts both tourists and locals by providing more attractive spaces
- c) Enhancing the up keeping of walkway
- d) Enhancing the security of the place
- e) Introducing local residents and visitors to the city culture

3. SCOPE OF WORK

The scope of the RFP envisages that the implementation agency in discussion with GCDA shall implement the activities in the designated zones in return of monthly financial offer and the up keeping of the walkway including proper waste management.

The Scope of Services for the agency shall include the following activities:

1. Street fests along the walkway such as street food fest, khadi/ kaithari fest, book fest, art, photography, sculpture fest, kudumbasree mela etc can be conducted. Duration of each fest lasting 5 to 7 days. A gap of 7 days is mandatory between the fest. If the duration of fest is for more than 7 days, then prior permission from authority is to be obtained.
2. Other fests like rain fest, summer fest, fashion fest, health and wellness fest, sports fest etc could also be conducted, spanning 7 days.
3. Vending zones
4. Performing art zone (up to 10 PM), at walkway without disturbing the pedestrians and residents within the premises.(sound restriction as per rule)
5. Dine out/eat out area zones along the walk way .
6. Can provide advertisement boards on the lamp post.
7. Can provide LED wall advertisement boards at the location specified.
8. The cleaning and upkeeping of the walkway and the garden will be the responsibility of the agency.
9. The agency shall protect and upkeep the stone plaque containing the quotes of Dr. A. P. J. Abdul Kalam with honour.
10. The agency shall make light and sound arrangement to make the walkway more appealing. The arrangements shall be pleasing and shall not be a nuisance to the users of walkway and residents within the premises.

4. DETAILS OF ACTIVITIES

The zones identified and the details are as follows:

I. ZONE I- CHEENAVALA BRIDGE TO TAJ GATEWAY

1) Performing art zone at walkway

- i) A stretch of 39.00 x 3.50 m at the back side of DD Samudra apartments.
- ii) Behind Taj Gate way hotel of area 9.63m x 2.5 m.

2) Cafeteria/Dine out area

- i) Cafeteria of area 2.6x3.40 m under Cheenavala bridge (below portion of northern stair)
- ii) Dine out area -East and West sides of Cheenavala bridge (Northern stair portion)

- iii) Dine out area -West side of walkway near Cheenavala bridge. of area 8.50 x 1.75m

3) Advertisement

- i) 1 LED wall of size 2.40 x 1.80 m near Cheenavala bridge
- ii) 16 lamp posts (Existing)
- iii) On the Steps of Cheenavala bridge (Northern stair)

II. ZONE II –PIONEER TOWER TO KERALA CHAMBER OF COMMERCE

1) Street fests zones (East side of walkway)

- i) Back side of Emerald building of area 10.60 x 2.50 m
- ii) Back side of Pioneer tower of area 13.60 x 2.50 m, 10 x 2.50 m
- iii) Back side of Alliance building of area 12.00 x 2.50 m
- iv) Back side of Bay pride mall building of area 15.00 x 2.50 m
- v) Back side of Chamber of commerce building of area 9.50 x 2.50 m

2) Performing art zone at walkway

- i) Back side of Bay pride mall of area 15.00 x 2.50 m

3) Dine out area

- i) Back side of Emerald building, west side of walkway of area 8.70 x 1.75 m
- ii) Back side of Alliance building, west side of walkway of area 8.50 x 1.75 m

4) Advertisement

- i) LED wall 2.40 x 1.80 m - Back side of Bay pride mall
- ii) Lamp posts - 9 nos (Existing)

III. ZONE III – GCDA COMPLEX TO RAINBOW BRIDGE

1) Street fests zones (East side of walkway)

- i) Back side of Federal bank building of area 9.00 x 2.50 m
- ii) Back side of private parking ground near Sylcon super market of area 14.5x 2.50 m

2) Performing art zone at walkway

- i) Back side of private parking ground near Sylcon super market of area 15.2m x2.3m

3) Dine out area

- i) Platform - 4 nos@ GCDA shopping complex, east side of walkway of area 11.20 x 3.60 m each.
- ii) Back side of Peevees Triton building, west side of walkway of area 8.00 x 1.75 m
- iii) Back side of private parking ground near Sylcon super market, west side of walkway of area 8.40 x 1.75 m
- iv) Back side of Sylcon super market, west side of walkway of area 9.00 x 1.75 m

4) Advertisement

- i) LED wall 2.40 x 1.80 m – (Near private parking area besides Sylcon)
- ii) Lamp posts - 18 nos (Existing)
- iii) On the steps of Rainbow Bridge (Southern stair)

IV. **ZONE IV – RAINBOW BRIDGE TO WATER METRO STATION**

1) Street fests zones

- i) Back side of Marinedrive Maidan of area 11.00 x 2.50 m
- ii) Back side of Marinedrive Maidan of area 16 x 2.50 m

2) Performing art zone at walkway

- i) Near Water metro station of area 15.2m x2.3 m

3) Dine out area

- i) Back side of Swapnil enclave building, west side of walkway 17.5 x 1.85 m
- ii) Near KSEB substation, west side of walkway 9.00 x 1.85 m
- iii) Near new toilet & cafeteria block (near KSEB), west side of walkway of area 8.40 x 1.85 m
- iv) Near existing bunks, west side of walkway of area 21.00 x 1.85 m
- v) Near new toilet & cafeteria block (near mazhavil bridge), west side of walkway of area 18.40 x 1.85 m

4) Advertisement

- i) LED wall 2.40 x 1.80 m - Near Water metro station
- ii) Lamp posts - 27 nos (Existing)

iii) On the steps of Rainbow Bridge (Northern Stair)

The location of each of the above facility is clearly shown in the sketches attached with the RFP

5. GENERAL CONDITIONS

- i. The selected agency shall upkeep and maintains the walkway zone they are allotted to including the management of waste in the allotted stretch.
- ii. The selected agency shall keep adequate waste bin (with top cover), wherever required, to collect the waste and to dispose the waste on a daily basis.
- iii. The agency should upkeep the trees and garden in the stretch allotted to them.
- iv. The agency shall ensure that no unauthorised vendors/establishments are occupying in the stretch allotted to them.
- v. The agency should well in advance inform the Development authority about the fests/vending details.
- vi. The agency shall plan the events / fests or arrange/use the allotted space in a way that the crowd in the walkway should be under control.
- vii. The agency may arrange theme lighting and soft music to make the place more attractive at their own cost
- viii. Prior sanction for the layout of the dining out zone/ street fests etc. should be obtained from the Development authority.
- ix. The agency shall ensure that dine out area is used only for the purpose of dining and no food kiosk shall be placed in the area. No sale of food is permitted in this area.
- x. Dine out zone should set up in such a way that it may not be a hindrance/disturbance for pedestrians.
- xi. No permanent construction is allowed in the allotted stretch.
- xii. The agency shall make necessary arrangements for electricity and water connection at their own cost.
- xiii. The agency shall reserve a slot (30 seconds of 100 repetitions in a day) in the LED wall advertisement for the Development authority.
- xiv. The agency shall not display the advertisements that contain unlawful content.
- xv. If the advertisements displayed give rise to any kind of complaints, the agency shall remove them on the direction of the Development Authority.

- xvi. The Agency, its supervisors, its personnel and any one acting under it for the purpose of this agreement shall strictly adhere to the terms and conditions prescribed by Development Authority.
- xvii. The agency shall appoint the sufficient number of cleaning staffs and supervisors throughout the contract period.
- xviii. The agency shall ensure displayed id card and dress code for the staffs.
- xix. The agency shall pay the amount on or before 10th of every month, starting from the month of agreement.
- xx. The agency shall not conduct any activity which is not specified in the scope of work in the allotted stretch.
- xxi. Any violation of the above conditions may result in the termination of contract.
- xxii. The agency shall not allow any activity which cause any inconvenience to the visitors/Residents in the Marine drive walkway.
- xxiii. Security instructions issued by GCDA shall be strictly followed by agency.
- xxiv. Activities outside earmarked areas are strictly prohibited.
- xxv. All required permissions and approvals from the department concern shall be obtained by the selected agency for conducting the various events and the development authority shall only assist in getting the required permit if necessary.
- xxvi. The selected agency should submit a solid/liquid/organic waste disposal plan and get it approved by Development authority.

6. CONTRACT PERIOD

The allotted period will be for one year and may be extended at the discretion of authority.

7. SIGNING OF AGREEMENT

The selected Agency will have to sign a Contract Agreement with Authority within 14 working days from Issuance of Letter of Award.

8. DEFAULT OF SERVICE

The agency shall pay the amount on or before 10th of every month. Deviation and/or Refusal and/or Non-Performance towards any of the obligations described in the Scope of Work would be treated as default of service by the Agency. Upon default of service, Authority would forfeit the security deposit. If deemed to do so, in addition, Authority would also have the right to terminate the agreement with the selected agency without any prior intimation to the selected agency if the authority deems so.

9. LIABILITY AND INDEMNITY

The Agency shall be responsible & liable for any or all indemnity against any and all claims, liabilities, damages, losses, costs, charges, expenses, proceeding & actions of any nature whatsoever made or instituted against or caused to suffer directly or indirectly by reasons of any wrongful, incorrect, dishonest, criminals, fraudulent or negligent actions, failure, bad faith, disregard of its duties and obligation hereunder service act or omission by the Agency and / or its facility staff, any theft, robbery, fraud or other wrongful action or omission by the Agency and / or any of its facility staff.

10. BREACH OF AGREEMENT

In case of breach of Agreement by the agency, GCDA shall have a right to forfeiture of security deposit and legal action for recovery of payment. The Development Authority shall be then at liberty to terminate this Agreement.

11. FORMAT AND SIGNING OF PROPOSAL

The proposal shall be submitted along with the financial quote. The proposal shall be typed or written in indelible ink and shall be signed by the applicant or a person or persons duly authorized. Any interlineations, erasures or overwriting shall be valid only if they are initialled by the person or persons signing the proposal prior to opening of the same.

12. ELIGIBILITY CRITERIA

- i) The applicant for this contract shall be a Company / Firm / Trust / Organisation
- ii) The proposed bidder should be a company registered under Indian Companies Act, 1956/2013 or The Partnership Act, 1932. The bidder should have Articles of Association (in case of registered company) by Law and Partnership Deed (in case of Partnership Firms).
- iii) Appropriate documents supporting their status must be submitted along with the proposal.
- iv) Consortiums / Joint Ventures are also allowed.
- v) The applicant shall be allowed to submit only one bid for one RFP and the same applicant shall submit bid for multiple zones but in different RFPs .
- vi) Experience of conducting similar activities shall be submitted.

- vii) Financial eligibility: Annual Turnover of the Bidder in the last financial year should be minimum Rs. 100.00 Lakhs (Rupees Hundred Lakhs only) as per the Audited Balance Sheet or IT returns.
- viii) The applicants should familiarize themselves with the site conditions and take them into account in preparing their proposals.
- ix) To obtain first-hand information on the assignment/job and local conditions, applicants are encouraged to meet the authority's representative before submitting a proposal and to attend a pre-bid meeting specified in the RFP.
- x) Attending the pre-bid meeting is optional. Applicants should contact the employer's representative to arrange for their visit or to obtain additional information on the pre-bid meeting.

13. TENDER DOCUMENT FEE

Tender Document (downloaded from www.gcdakerala.gov.in) shall be submitted in the form of Demand Draft from any scheduled commercial bank in favour of **Secretary, Greater Cochin Development Authority, Ernakulam** at Ernakulam for Rs. 600 which is non-refundable. Proposal without the requisite tender Document cost shall be treated as non-responsive and rejected. The mentioned Tender document cost is inclusive of the GST of 18%.

14. SECURITY DEPOSIT

SD in shape of Demand Draft from any scheduled bank at Ernakulam in favour of **Secretary, Greater Cochin Development Authority, Ernakulam** for Rs 50000 is to be furnished by the applicant along with the proposal. Proposals without the requisite SD shall be treated as nonresponsive and rejected. No exemption from submission of SD is allowed. The SD of unsuccessful applicants will be discharged / returned within 30 days from the date of execution of the agreement between GCDA and the selected Agency. No interest will be paid on SD. The SD may be forfeited in the following cases: If a bidder withdraws its bid during the period of validity of the Bid. Validity of Bid Proposal shall remain valid for 180 days from the last date of submission of Proposal. A Proposal valid for a shorter period shall be rejected as non-responsive.

SUBMISSION OF PROPOSAL - The Proposal must be inserted in sealed envelopes, along with applicant's name and address in the left hand corner of the envelope and superscribed with "REQUEST FOR PROPOSAL FOR SELECTION OF AGENCY FOR MARINEDRIVE WALKWAY DESTINATION MANAGEMENT (ZONE.....)"

ANNEXURE I

FINANCIAL PROPOSAL

FOR SELECTION OF AGENCY FOR MARINE DRIVE DESTINATION MANAGEMENT
(PHASE 1)

To,
Secretary
Greater Cochin Development Authority
Ernakulam-20

Ref: **"REQUEST FOR PROPOSAL FOR SELECTION OF AGENCY FOR MARINEDRIVE WALKWAY DESTINATION MANAGEMENT (PHASE I)"**

We, the undersigned, offer to provide as the agency for the services as agency for marine drive destination management in accordance with your Request for Proposal dated:..... [Insert Date] and our Financial Proposal as per below mentioned details:

	ZONE I	ZONE II	ZONE III	ZONE IV
Base value(Exclusive of GST)	Rs:1125000/-	Rs:980000/-	Rs:980000/-	Rs:980000/-
Quoted value/Annum (The quote is exclusive of GST)

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid up to 180 days from the last date of submission of proposal. The Financial Proposal is without any condition.

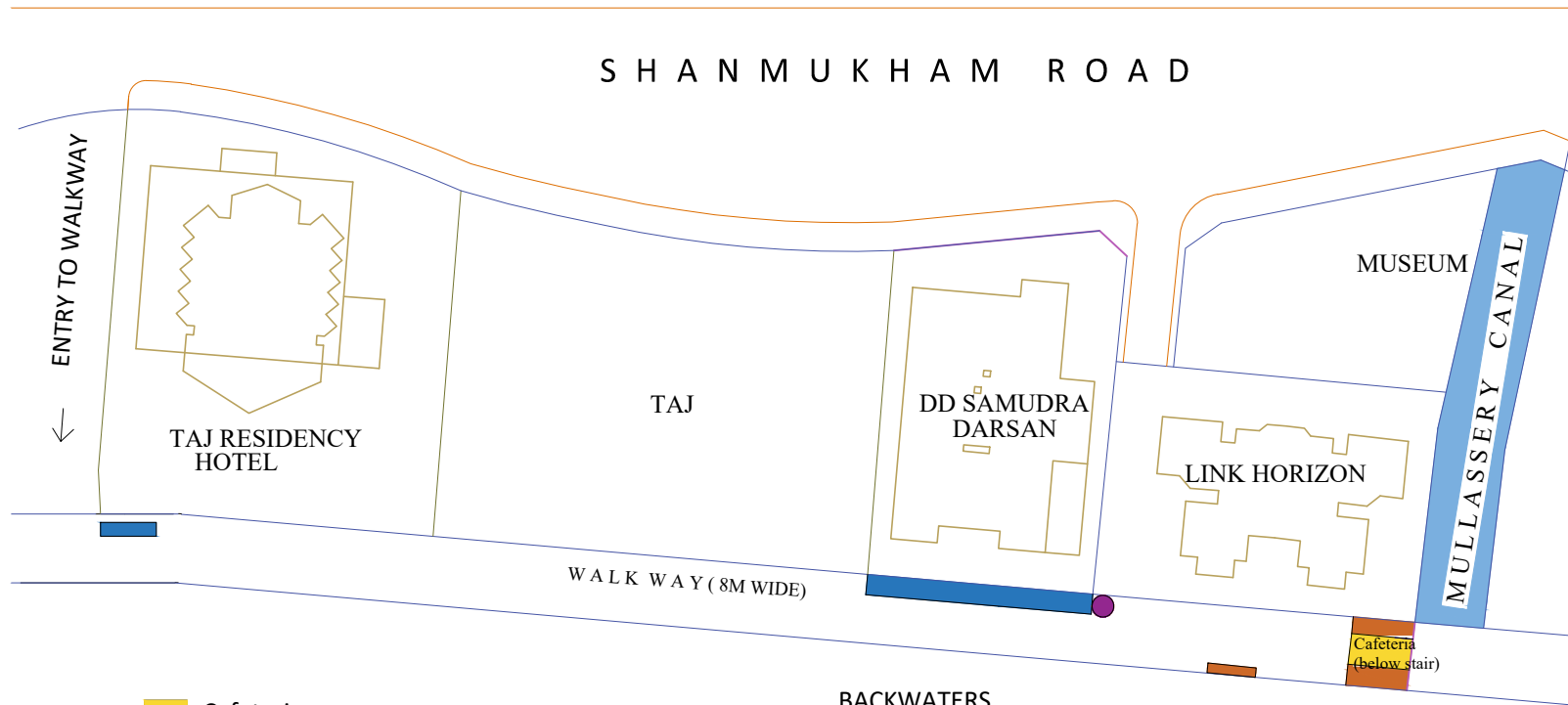
Yours faithfully,





For and on behalf of (Name of Applicant)

Duly signed by the Authorised Signatory of the Applicant

(Name, Title and Address of the Authorised Signatory)

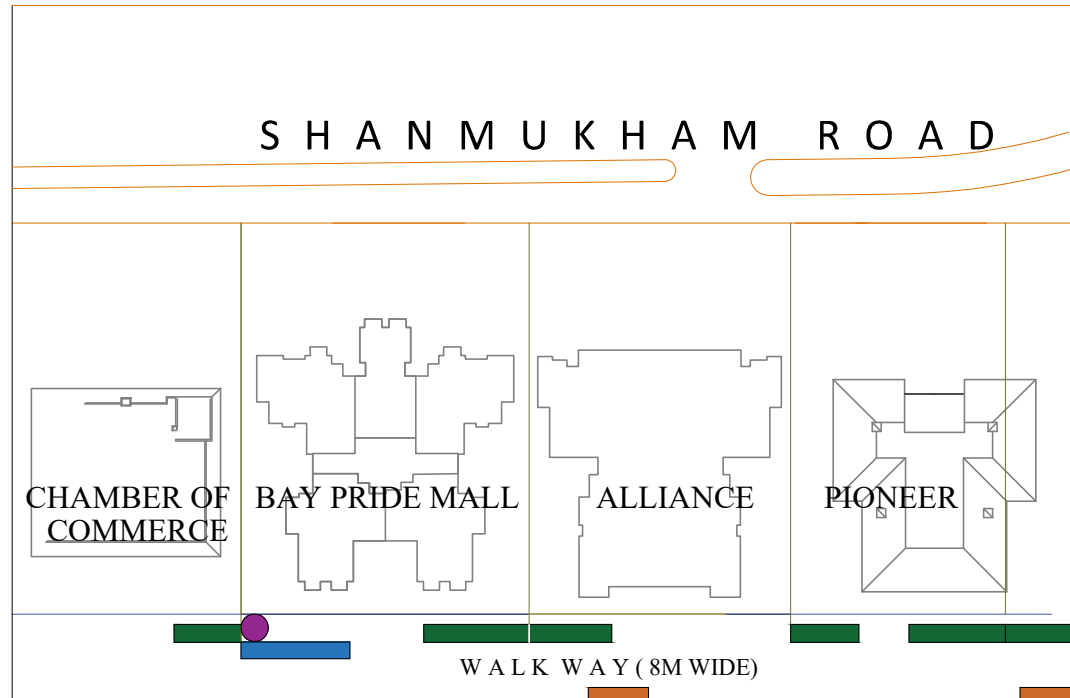
ZONE I







-  Cafeteria
-  Dine out Area
-  Performing Art Zone
-  LED Wall Location

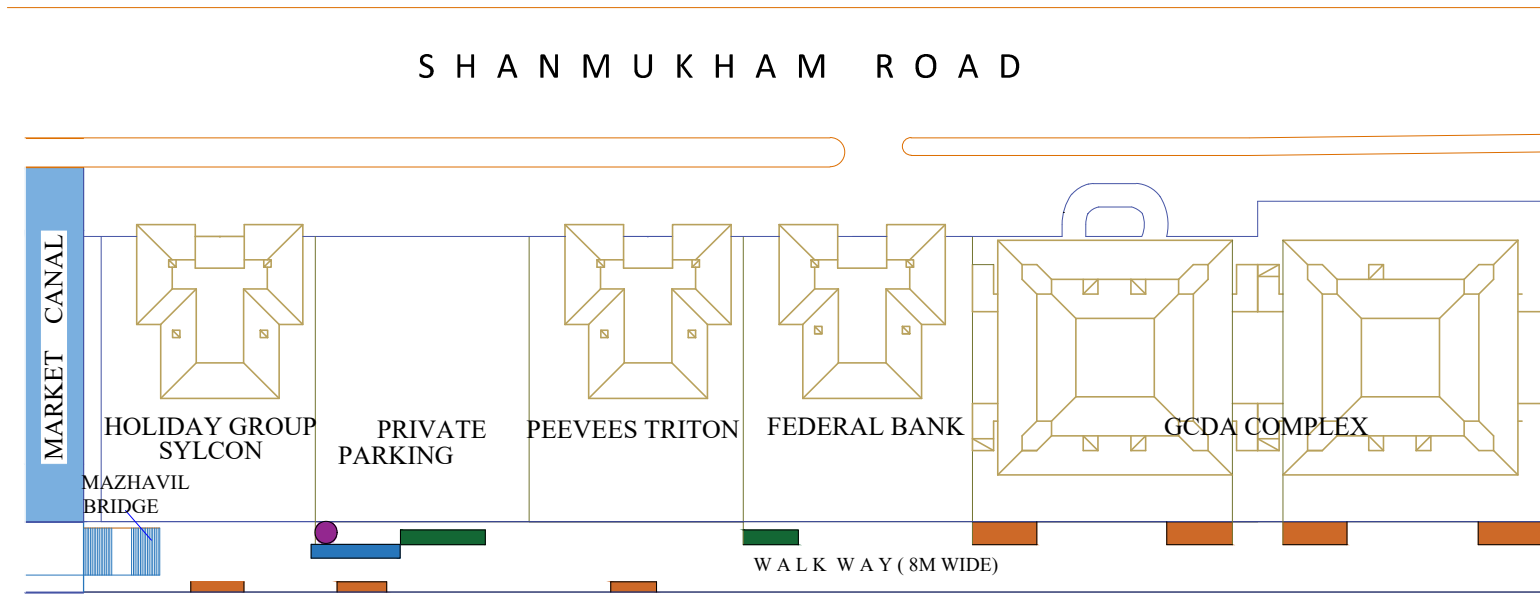
Cafeteria
(below stair)

ZONE II



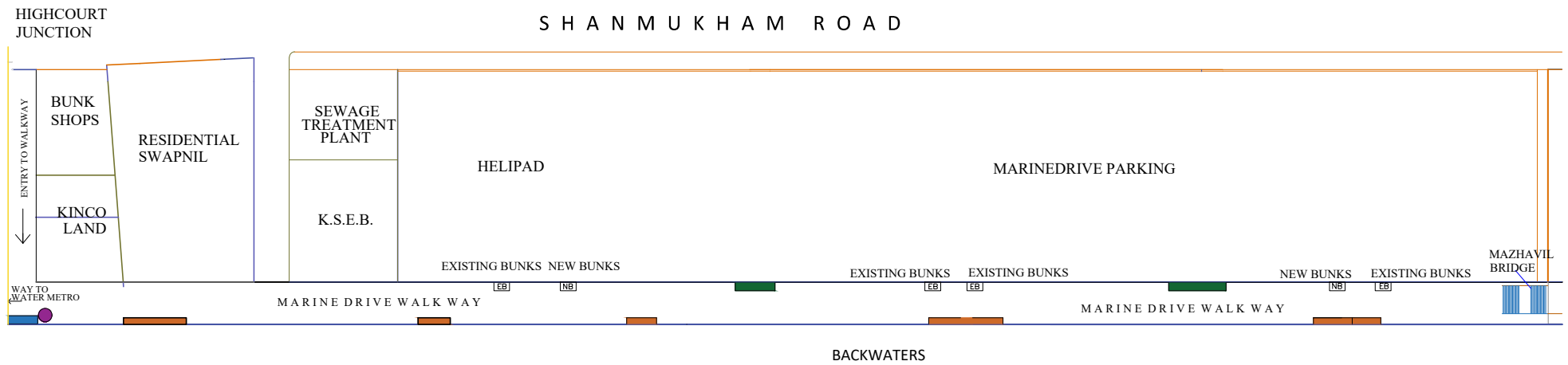
-  Street fests zone
-  Dine out Area
-  Performing Art Zone
-  LED Wall Location

ZONE III



- Street fests zone
- Dine out Area
- Performing Art Zone
- LED Wall Location

ZONE IV



- Street fests zone
- Dine out Area
- Performing Art Zone
- LED Wall Location